

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1 - 14. (Canceled)

15. (New) A computer-implemented method, comprising:
receiving at a server from a client device a report request for a report related to web site traffic;

in response to the report request, sending from the server web site traffic data and application code to the client device, the application code comprising instructions that cause the client device to:

generate a report to display the web site traffic data;
time the display of the web site traffic data;
periodically request updated web site traffic data according to the time of the display; and

update the report with the updated web site traffic data; and
sending from the server to the client device the updated web site traffic data in response to the request for updated web site traffic data.

16. (New) The computer-implemented method of claim 15, further comprising:
generating at the server the web site traffic data and the updated web site traffic data, wherein the web site traffic data and the updated web site traffic data each are an image map defining a plurality of hyperlink areas and graphically depicting web site traffic parameter data; and

wherein the application code further comprises instructions that cause the client device to generate, in response to a selection of one of the hyperlink areas, a web site traffic parameter data request corresponding to the graphical depiction of the web site traffic parameter data in the selected hyperlink area.

17. (New) The computer-implemented method of claim 16, further comprising sending from the server the web site traffic parameter data to the client device in response to the web site traffic parameter data request.

18. (New) The computer-implemented method of claim 17, wherein the image map correspond to a plurality of time points, and each hyperlink area is associated with a corresponding time point.

19. (New) The computer-implemented method of claim 17, wherein the web site traffic parameter data comprises visitor monitor data, the visitor monitor data including one or more of visitor data describing visitors to a web site, a number page views of the web site, a number of visits to the web site, and a time length of visits to the web site.

20. (New) The computer-implemented method of claim 19, wherein the image map graphically depicts one or more of the number of visitors to the web site, the number page views of the web site, and the time length of visits to the web site.

21. (New) The computer-implemented method of claim 19, wherein the application code further comprises instructions that cause the client device to generate a visitor monitor report that displays the visitor data describing visitors to the web site and one or more of the number page views of the web site, the number of visits to the web site, and the time length of visits to the web site.

22. (New) The computer-implemented method of claim 20, wherein the application code further comprises instructions that cause the client device to:

request, in response to a selection of visitor data describing a visitor to the web site, request visitor footprint data related to the visitor, the visitor footprint data including one or more of browser data, referral data, domain data and visitor path data; and

generate a visitor footprint report that displays the visitor footprint data.

23. (New) The computer-implemented method of claim 19, further comprising:
correlating in the server commercial transaction data with the visitor monitor data; and
generating return on investment reporting data from the correlation of the commercial
transaction data with the visitor monitor data, the return on investment reporting data defining
one or more of an amount spent per domain and an amount spent per visitor; and
wherein the application code further comprises instructions that cause the client device to
generate a return on investment report from the return on investment reporting data, the return on
investment report displaying one or more of the amount spent per domain and the amount spent
per visitor.

24. (New) The computer-implemented method of claim 19, wherein the application
code is JavaScript.

25. (New) A system, comprising:
a data storage storing traffic information for a plurality of visitors to a web site;
one or more server computers in data communication with the data storage, the one or
more server computers including application code and a reporting engine, wherein:
the application code comprises instructions that cause a client device to:
generate a report to display web site traffic data;
time the display of the web site traffic data;
periodically request updated web site traffic data according to the time of
the display; and
update the report with the updated web site traffic data; and
the reporting engine is configured to generate the web site traffic data and the
updated web site traffic data.

26. (New) The system of claim 25, wherein the web site traffic data and the updated
web site traffic data each are an image map defining a plurality of hyperlink areas and
graphically depicting web site traffic parameter data; and

wherein the application code further comprises instructions that cause the client device to generate, in response to a selection of one of the hyperlink areas, a web site traffic parameter data request corresponding to the graphical depiction of the web site traffic parameter data in the selected hyperlink area.

27. (New) The system of claim 26, wherein the image map corresponds to a plurality of time points, and each hyperlink area is associated with a corresponding time point.

28. (New) The system of claim 26, wherein the web site traffic parameter data comprises visitor monitor data, the visitor monitor data including one or more of visitor data describing visitors to a web site, a number page views of the web site, a number of visits to the web site, and a time length of visits to the web site.

29. (New) The system of claim 28, wherein the image map graphically depicts one or more of the number of visitors to a web site, the number page views of the web site, and the time length of visits to the web site.

30. (New) The system of claim 28, wherein the application code further comprises instructions that cause the client device to generate a visitor monitor report that displays visitor data describing visitors to the web site and one or more of the number page views of the web site, the number of visits to the web site, and the time length of visits to the web site.

31. (New) The system of claim 29, wherein the application code further comprises instructions that cause the client device to:

request, in response to a selection of visitor data describing a visitor to the web site, visitor footprint data related to the visitor, the visitor footprint data including one or more of browser data, referral data, domain data and visitor path data; and

generate a visitor footprint report that displays the visitor footprint data.

32. (New) The system of claim 25, wherein the reporting engine is further configured to:

correlate in the server commercial transaction data with the visitor monitor data; and generate return on investment reporting data from the correlation of the commercial transaction data with the visitor monitor data, the return on investment reporting data defining one or more of an amount spent per domain and an amount spent per visitor; and

wherein the application code further comprises instructions that cause the client device to generate a return on investment report from the return on investment reporting data, the return on investment report displaying one or more of the amount spent per domain and the amount spent per visitor.